



Masters of Digital
2019

AGENDA

21 February 2019
Concert Noble, Brussels

8:30-9:00	Welcome coffee and registration	14:15-14:35	Surprise: artistic performance
9:00-9:15	Opening speech by Cecilia Bonefeld-Dahl Director-General, DIGITALEUROPE	14:40-15:20	Panel session: e-Health <i>What are Europe's digital opportunities to foster patient-centric healthcare and improve public health?</i> Moderator: Ceri Thompson, Deputy Head of the e-Health Unit in DG CONNECT Speakers: • Elena Bonfiglioli, Managing Director, Health and Life Sciences, EMEA, Microsoft • Andrzej Jan Rys, Director, DG SANTE • Loubna Bouarfa, CEO & Founder, OKRA Technologies
9:15-9:35	EU Commissioner Mariya Gabriel Keynote Speech <i>How to boost digital innovation & enable digital scale-ups to thrive?</i>	15:20-15:50	Coffee break
9:35-9:50	Future Unicorn Award 2019 Ceremony	15:55-16:35	Panel session: Artificial Intelligence <i>What regulatory challenges must Europe address to lead the world in human centric AI?</i> Moderator: Danny Gooris, Senior Manager, Oracle Academy EMEA Speakers: • Khalil Rouhana, Deputy Director-General, DG CONNECT • Abigail Hing Wen, Counsel for Office of the AI Chief Technology Officer, Intel Corporation • Moritz Helmstaedter, Managing Director, Max Planck Institute for Brain Research
9:55-10:40	Panel session: Digital Ecosystems <i>How does Europe grow with Digital?</i> Moderator: Cecilia Bonefeld-Dahl, Director-General, DIGITALEUROPE Speakers: • Olaf Koch, CEO, Metro • Harald Gruber, Head of Digital Infrastructure Division, Projects Directorate, EIB • Lie Junius, Director Public Policy and Government Relations, Google EU • Future Unicorn Award winner	16:40-17:20	Panel session: EU Leadership beyond 2020 <i>How can the EU take leadership in shaping the digital world towards 2025?</i> Moderator: Cecilia Bonefeld-Dahl, Director-General, DIGITALEUROPE Speakers: • Ambassador Odobescu, Perm. Rep. of Romania to the EU • Markus Borchert, CEO of Nokia Shanghai Bell and President of Nokia Greater China, NOKIA • Janne Viskari, Director General, Finnish Population Register Centre • Future Unicorn Award winner
10:40-11:15	Coffee break	17:25-17:50	Martin Selmayr, Secretary-General of the European Commission Keynote Speech <i>Europe - the digital continent. A state of play.</i>
11:15-11:55	Panel session: Digital Manufacturing <i>Can Europe take global leadership in digital manufacturing?</i> Moderator: Lousewies van der Laan, Digital Ambassador, Nederland ICT Speakers: • Dieter Wegener, Vice-President, Siemens • Carlos Zorrinho, MEP • Carsten Bermig, Cabinet Member of EU Commissioner Bieńkowska	17:50-18:00	Closing remarks by Cecilia Bonefeld-Dahl Director-General, DIGITALEUROPE
11:55-12:45	Panel session: Sustainability <i>Is digitalisation transforming Europe into a world-class sustainable continent?</i> Moderator: Philip Smith, COO, Xynteo & EVP 'Europe Delivers' Programme Speakers: • Christel Heydemann, President Schneider Electric France • Stefaan Vergote, Adviser, DG CLIMA • Laurence Tubiana, CEO, European Climate Foundation • Future Unicorn Award winner	18:10-19:00	Cocktail Reception
12:45-13:55	Lunch		
13:55-14:00	Kick-off afternoon session by Cecilia Bonefeld-Dahl Director-General, DIGITALEUROPE		
14:00-14:15	Lord Ashton, UK Parliamentary Under Secretary of State for Digital, Culture, Media and Sport Keynote Speech <i>Responsible tech and the role of Government: protecting citizens whilst encouraging innovation</i>		

#MoDigital19
#AStrongerDigitalEurope

KEYNOTE SPEAKERS



Mariya Gabriel
EU Commissioner for the
Digital Economy & Society



Lord Ashton
Parliamentary Under Secretary of
State at the Department for Digital,
United Kingdom



Martin Selmayr
Secretary-General,
European Commission

SPEAKERS



Cecilia Bonefeld-Dahl
DIGITALEUROPE



Olaf Koch
METRO



Harald Gruber
European Investment Bank



Lie Junius
Google



**Future Unicorn
Award Winner**



Lousewies van der Laan
Nederland ICT



Dieter Wegener
Siemens



Carlos Zorrinho
MEP



Carsten Bermig
European Commission,
Cabinet Bieńkowska



Philip Smith
Xynteo



**Future Unicorn
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European Commission,
DG CLIMA



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Ceri Thompson
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Cecilia Bonefeld-Dahl
DIGITALEUROPE



Luminița Teodora Odobescu
Permanent Representative
of Romania to the EU



Markus Borchert
Nokia



**Future Unicorn
Award Winner**



Janne Viskari
Population Register Centre,
Finland